Yes, you use Google, but did you know this…

"Tech Tools with Tine" Webinar Series Presents:

Google Search

Beyond the basics -- Hints and Tips

Tine Walczyk – October 7th, 2011

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First, what are the defaults?

- "Find all words"

- Ignores stop words

- Keep it short and sweet
  - Results show hits with all words provided, weighted by order in string

- Not CaSe SenSItive
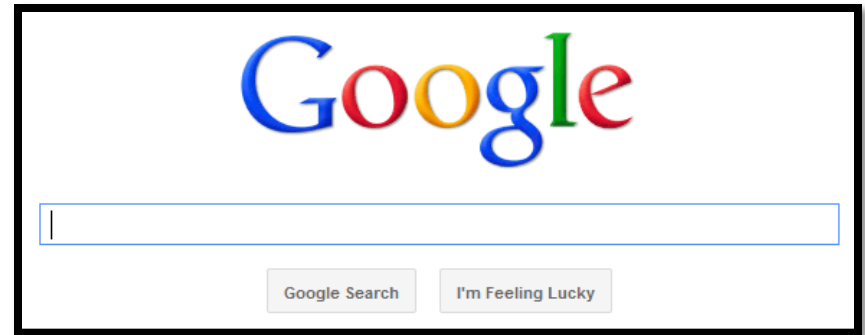
Altering the Google box defaults

- OR is available (and has to be capitalized)

- + forces a word to be included in search

- "" gives an exact match including stop words
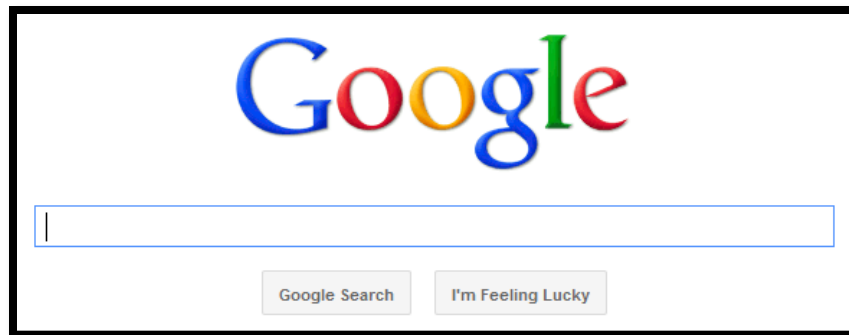
- - excludes words

Next, what is advanced search?

- Refining your search

- Control how search functions

- Each piece (web, image, video, news) has its own advanced search

Now let's try some tricks!

- Book information
- Conversions
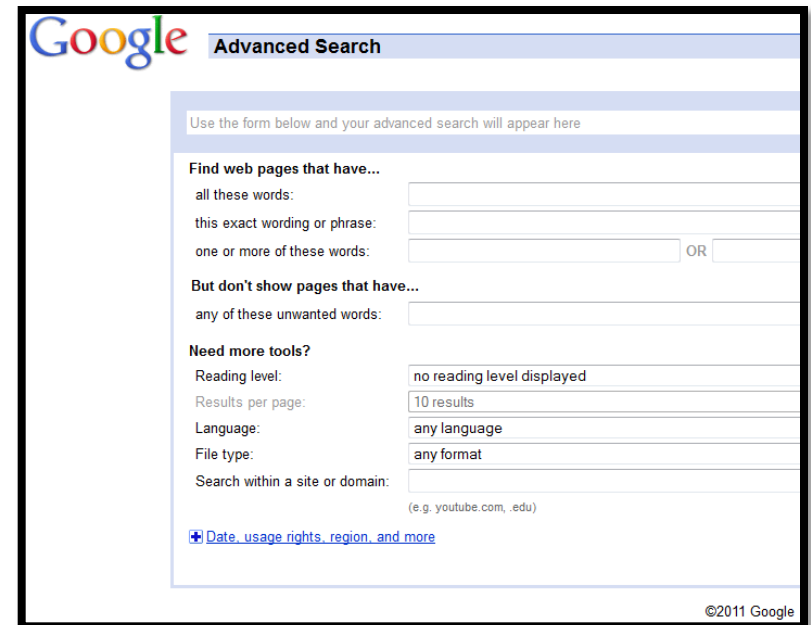- Flight information
- Weather
- Calculation
- Definitions

- Book curious george
- Teaspoons in a tablespoon
- PDX AUS
- Weather Junction TX
- 12*4/3 or 12+5*24
- Define turkey

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How about some more!

- Date range
- Within a site
- News articles from source
- Force a search
- Certain file

- jobs 1980..2000
- broadband site:ala.org
- school source: austin american statesman
- allintext: purple zebras
- Earth filetype:png

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Google Goggles

Point
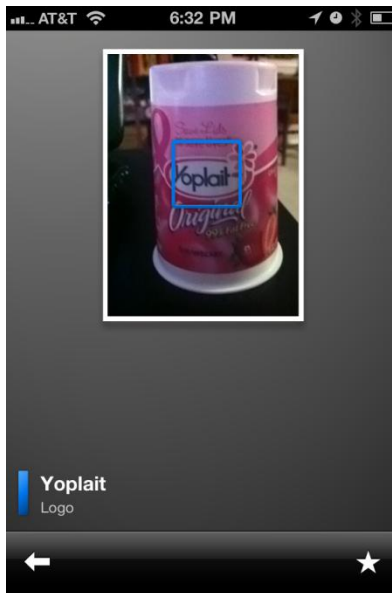
Search
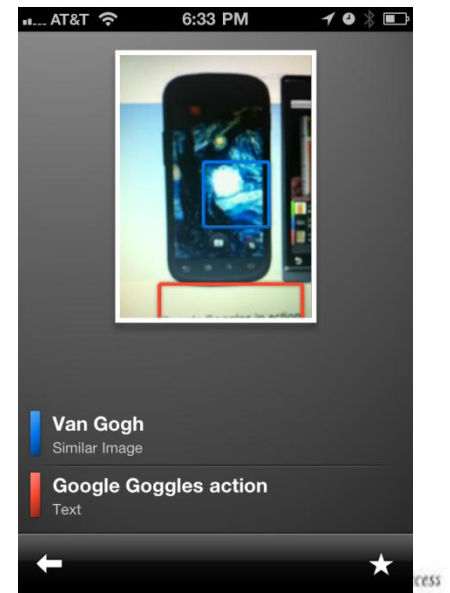
Click

References and Libraries to Look at

- Google Guide Quick Reference --
http://www.googleguide.com/print/adv_op_ref.pdf

- Google Search Tips (Ultimate Google Guide) –
http://www.mapelli.info/ultimate-google-search-tips-guide

- Only list of Google Stop Words I could find --
http://www.link-assistant.com/seo-stop-words.html

Next week…

Google Places!

Tech Tools with Tine Webinar presented on October 7th 2011.

Answers to Webinar Q & A

Question	Answer
Can you search from a picture you have on your computer?	Yes. Go to Google Images. Click on the Camera at the end of the search box. Choose "Upload an image". Click the Browse button. Find the image on your computer.
How does Google determine Reading Level?	From Google: "Re: how we classify pages -- The feature is based primarily on statistical models we built with the help of teachers. We paid teachers to classify pages for different reading levels, and then took their classifications to build a statistical model. With this model, we can compare the words on any webpage with the words in the model to classify reading levels. We also use data from Google Scholar, since most of the articles in Scholar are advanced." Remember, reading level can be accessed from Advanced Search.